

Advancing the Choice Events Clean Cities Coordinator Planning Document and Checklist

General:

Work closely with the Regional Support Office to obtain financial and strategic support for each Advancing the Choice Event. Plan the event as far in advance as possible so that speakers and dealerships have enough lead time to help make your event a successful one. Encourage handouts from all presenters. Breakfast meetings are suggested. Get sponsors for breakfasts and obtain complimentary rooms or sponsored rentals.

Event Checklist:

- _____ Set Meeting Date
- _____ Notify NREL (Wendy Dafoe 303-275-4470) and RSO of Meeting Date
- _____ Order Information Packets from NREL (Wendy_Dafoe@nrel.gov)
- _____ Reserve room - complimentary or sponsored from a stakeholder
- _____ Make certain there is space for AFV Ride and Drive - get
_____ as many fuels represented as possible
- _____ Line up speakers:
 - _____ EPA/Clean Air Act
 - _____ Funding Opportunities/CMAQ/TEA21, SEP, etc
 - _____ Federal, State and Local Laws and Incentives
 - _____ OEM Presentations (and Ride and Drive)
 - _____ Fuel Provider Presentations
 - _____ Clean Cities AFV Rebate Program
 - _____ Web Information and Tools - AFV Fleet Buyer's Guide
_____ (CC Hotline and Information Packets Explained)
- _____ Door Prizes. Get complimentary ones from stakeholders. Use as
_____ incentives to get people to come to meetings.
- _____ Prepare Meeting Notice and Agenda
- _____ Prepare Attendee List or sheet to hand out at meeting
- _____ Send out Event Meeting Notices. (Use Preferred Fleets Database
_____ and other mailing list for mailing list and letter generation.
_____ Mail out notices about 3 weeks in advance of meeting.)
- _____ Publicize/advertise event (coalition newsletter, local media)
- _____ Verify with NREL (Wendy Dafoe) of the quantity of information
_____ packets and items needed and address to ship packets.
- _____ Verify room logistics (meeting space, breakfast, Audio/Visual
_____ needs, Ride and Drive area, booth/table space, if needed).
_____ Check room lighting for A/V presentations.
- _____ Modify Stakeholder Survey Form (if to be used)
- _____ Emphasize completing feedback form at meeting
- _____ Have Stakeholder Feedback Forms available for feedback at meeting
- _____ Announce next stakeholder meeting - solicit participation

_____ Give Coordinator business cards to everyone who attends

Take to Meeting:

_____ Agendas
_____ Business Cards
_____ Information Packets from NREL
_____ Door Prizes
_____ Stakeholder Survey Forms (if used)
_____ Paper Notepads and Pens (complimentary from a stakeholder)
_____ Special Audio Visual needs (e.g. extension cords, phone cords)
_____ Other: _____

Your packet from NREL will contain:

- Customized laws and incentives document for your state
- Customized refueling site maps
- OEM vehicle offerings list
- Taking an Alternate Route - DOE pub
- Alternative Fuels and Vehicles Information Resources - NREL brochure
- Document order sheet
- Clean Cities Fact Sheet
- [Interim] CMAQ Guidance
- Clean Fuel Fleet Program/EPACT Fact Sheet
- Attendee Feedback Form

For the table top space you will also receive from NREL:

# Copies	Description
20	<i>Alternative Fuel News (latest issue)</i>
5	<i>Clean Cities Roadmap</i>
10	<i>Alternative Fueled Vehicles for State Gov't and Fuel Provider Fleets</i>
10	<i>Heavy Duty Vehicle Resource Guide</i>